RESEARCH PLAN PROPOSAL

Consumers' Attitude towards Food Label Information: An Empirical Study on Urban Consumers

For registration to the degree of

Doctor of Philosophy

in the

FACULTY OF COMMERCE & MANAGEMENT

IIS (DEEMED TO BE UNIVERSITY), JAIPUR

Submitted by

Ms. Meha Saxena
Enrolment No: ICG/2018/26410

Under the Supervision of

Prof. M.K. Sharma
Dean, Faculty of Commerce & Management

Dr. Ankita Jain
(Co- Supervisor)
Associate Professor, Department of Management

Department of Management

August, 2019

Table of Contents

S. No	Particulars	Page No.
1.	**Introduction**	**1 - 4**
	1.1 Consumer Attitude	1
	1.2 Consumer Awareness	2
	1.3 Consumer Interest	2
	1.4 Usage Pattern	2
	1.5 Importance of food labels in Food Choices	3
	1.6 Food Safety and Standards (Packaging and Labelling) Regulations, 2018	3
	1.7 Consumer Food Quality Perception	3
	1.8 Willingness to Pay	4
2.	**Review of Literature**	**5 - 30**
3.	**Research Gap**	**31 -31**
4.	**Relevance of the Study**	**31-32**
5.	**Scope of the Study**	**32-32**
6.	**Flow of Research**	**33-36**
7.	**Theoretical Framework**	**37-38**
8.	**Objectives of the study**	**38-38**
9.	**Hypotheses**	**39-39**
10.	**Research Methodology:**	**40-43**
	10.1 Research Design	40
	10.2 Universe and Sample of the study	40
	10.3 Data Collection	41
	10.4 Sample Selection Process	42
	10.5 Sample Size Determination	42
	10.5 Tools and Techniques	43
11	**Limitations**	**44-44**
12.	**Tentative Scheme of Chapterization**	**45-46**
	References	
	Appendices	
	I Morgan Table	
	II Population Census Data 2011, Government of India	

References:

- Velčovská, Š. (2018). Generation Y's Perception Of Product Origin And Its Labelling In The Context Of Food Quality And Safety. Amfiteatru Economic, 20(47),Pp. 46-61.
- Shabbir, M. Q., Khan, A. A., &Khan, S. R. (2017). Brand Loyalty Brand Image And Brand Equity: The Mediating Role Of Brand Awareness. *International Journal Of Innovation And Applied Studies*, *19*(2), 416.
- Suchánek, P., Richter, J., &Králová, M. (2017). Customer Satisfaction With Quality Of Products Of Food Business. *Prague Economic Papers*, *2017*(1), 19-35.
- Wang, E., &Gao, Z. (2017). Chinese Consumer Quality Perception And Preference Of Traditional Sustainable Rice Produced By The Integrated Rice–Fish System. *Sustainability*, *9*(12), 2282.
- Rana, J., &Paul, J. (2017). Consumer Behavior And Purchase Intention For Organic Food: A Review And Research Agenda. *Journal Of Retailing And Consumer Services*, *38*, 157-165.
- Irandoust, M. (2016). Modelling Consumers'demand For Organic Food Products: The Swedish Experience. *International Journal Of Food And Agricultural Economics*, *4*(3), 77.
- Georgescu, C., Birca, A., Mironescu, M., Tita, A. M., Shamtsyan, M., Mironescu, D. I., &Tita, O. (2016). Consumer Perceptions Of Nutrition And Health Claims From Food Labels In Romania. *Journal Of Hygienic Engineering And Design*, *16*, 13-18.
- Dalrymple Joel, Et Al., (2016) Consumers' Knowledge And Perception Of Food Labels: The Case Of Trinidad And Tobago. International Journal Of Agriculture Sciences, Issn: 0975-3710 &E-Issn: 0975-9107, Volume 8, Issue 11, Pp.-1130-1133.
- Paul, J., Modi, A., &Patel, J. (2016). Predicting Green Product Consumption Using Theory Of Planned Behavior And Reasoned Action. *Journal Of Retailing And Consumer Services*, *29*, 123-134.
- Velčovská, Š., &Del Chiappa, G. (2015). The Food Quality Labels: Awareness And Willingness To Pay In The Context Of The Czech Republic. *Acta Universitatis Agriculturaeet Silviculturaemendelianaebrunensis*, *63*(2), 647-658.
- Affram, P. C., &Darkwa, S. (2015). Consumersknowledge, Understanding And Use Of Food Label Information, And How It Affects Purchasing Decision In Ho, Ghana. *Asian Journal Of Empirical Research*, *5*(3), 24-39.

- Sivathanu, B. (2015). Factors Affecting Consumer Preference Towards The Organic Food Purchases. *Indian Journal Of Science And Technology*, *8*(33).
- Khare, A. (2015). Antecedents To Green Buying Behaviour: A Study On Consumers In An Emerging Economy. *Marketing Intelligence &Planning*, *33*(3), 309-329.
- Miškolci, S. (2014). Consumer Preferences And Willingness To Pay For The Health Aspects Of Food. *Acta Universitatis Agriculturaeet Silviculturaemendelianaebrunensis*, *59*(4), 167-176.
- Vemula, S. R., Gavaravarapu, S. M., Mendu, V. V. R., Mathur, P., &Avula, L. (2014). Use Of Food Label Information By Urban Consumers In India–A Study Among Supermarket Shoppers. *Public Health Nutrition*, *17*(9), 2104-2114.
- Sadeghi, T., &Tabrizi, K. G. (2011). The Correlation Between Feelings And Brand Perception On Purchase Intention. *World Applied Sciences Journal*, *12*(5), 697-705.
- Kumar, P., Kumar, A., Parappurathu, S., &Raju, S. S. (2011). Estimation Of Demand Elasticity For Food Commodities In India. *Agricultural Economics Research Review*, *24*(1)
- Borin, N., Cerf, D. C., &Krishnan, R. (2011). Consumer Effects Of Environmental Impact In Product Labeling. *Journal Of Consumer Marketing*, *28*(1), 76-86.
- Voon, J. P., Ngui, K. S., &Agrawal, A. (2011). Determinants Of Willingness To Purchase Organic Food: An Exploratory Study Using Structural Equation Modeling.**133**
- Latvala, T. (2010). Risk, Information And Trust In The Food Chain: Factors Explaining Consumer Willingness To Pay. *Proceedings In Food System Dynamics*, 691-705.
- Ali, J., Kapoor, S., &Moorthy, J. (2010). Buying Behaviour Of Consumers For Food Products In An Emerging Economy. *British Food Journal*, *112*(2), 109-124.
- Mittal, S. (2010). Application Of The Quaids Model To The Food Sector In India. *Journal Of Quantitative Economics*, *8*(1), 42-54.
- Van Rijswijk, W., &Frewer, L. J. (2008). Consumer Perceptions Of Food Quality And Safety And Their Relation To Traceability. *British Food Journal*, *110*(10), 1034-1046.
- Grunert, K. G. (2005). Food Quality And Safety: Consumer Perception And Demand. *European Review Of Agricultural Economics*, *32*(3), 369-391.

- Chao, P. (1998). Impact Of Country-Of-Origin Dimensions On Product Quality And Design Quality Perceptions. *Journal Of Business Research*, *42*(1), 1-6.

- Elliott, G. R., &Cameron, R. C. (1994). Consumer Perception Of Product Quality And The Country-Of-Origin Effect. *Journal Of International Marketing*, 49-62.